

# Store to web to store

to web to store to web to sto...

What the heck is that ?!



**nORBR**

#PayDecoding

**explained  
to kids!**

**Don't go home  
empty-handed...**

You are invited to **Arthur's birthday** party, a school friend, and for the occasion, you want to pick up the **first volumes of a manga** he loves.

You get on your bike and go to the bookshop.



Unfortunately, the salesman tells you that he doesn't have these books in the store.

However, when he looks at his tablet, he sees that **they are available on the bookstore's website.**

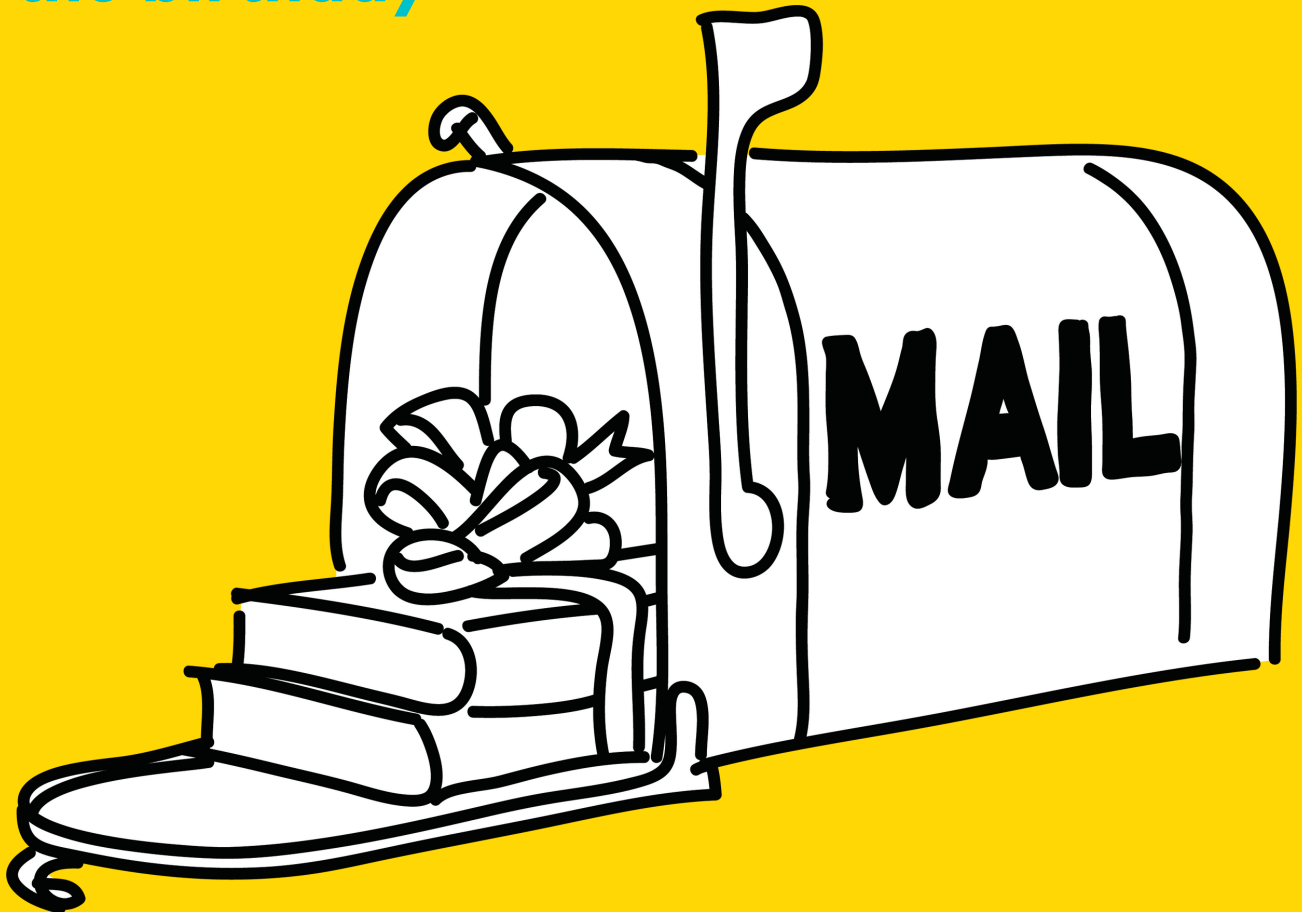


So the salesman **orders them for you** and has them **delivered to your home.**

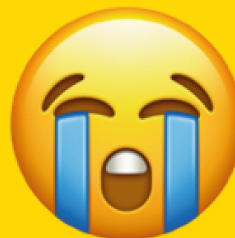
**Great!**

He gives you a ticket, and you pay for your purchase at the cashier.

.. 24 hours later, thanks to the "store to web", you received the 2 volumes in your mailbox: **you are ready for the birthday**



**Oh boy!**  
**Another friend offered him**  
**the first volume...**



Fortunately, the seller had sent you an electronic receipt with a reference number and had informed you that your friend **could make an exchange.**

The next day, Arthur goes to the website and **reserves another volume.** Then, he goes to the bookstore **and makes the exchange!**



The "**web-to-store-to-web**" makes it possible to go from the website to the store and from the store to the website **without any restrictions**.



This is also called "**unified commerce**".

**... AND DETAILED FOR**

**SPECIALISTS**



**Omnichannel, unified commerce, store-to-web, web-to-store, web-to-store-to-web, phygital approach... There is no shortage of words to describe the ability of certain retailers to create **very close bridges between their stores and their e-commerce website** to offer an unique customer experience.**

**In 2022, it is more than ever a question of **proximity**, driven by a strong return of **local**, a need for **authenticity** and an ability to follow an omnichannel consumer.**

**Unique customer base, loyalty, increased sales, avoiding stock-outs, not losing sales, better management of returns... if the implementation requires a global vision and approach, the **return on investment is incontestable**.**

**A customer who buys an item in a store, then on the internet never thinks in terms of "channels", "stock", or databases ...**

**E-commerce, mobile payments, and point-of-sale payments are simply interdependent elements of a whole that form the overall **brand experience**.**

**So it makes sense for that same customer that you sell, refund or exchange the same way, regardless of the "channel." It is also logical for this customer that a purchase made in a store brings him as many loyalty points as on the website and vice versa.**



**The store to web fights the price war that takes place on the internet.**

**We get out of the systematic comparison and we are purely interested in the product offered on the website.**

**With the store to web, stores become windows again.**

**You enter the store, try on some pants, finally choose a color that is not present on the shelf and have your shopping bag delivered to your home two days later.**



**Payments play a key role** in the implementation and success of unified commerce.

By consolidating all your payment systems and data across all channels, whether in-store, online or in-app, you can **better identify your customers**, understand their needs and facilitate seamless multi-channel experiences.



Some examples of unified commerce paths and scenarios:

★ Order and **pay in store** for products associated with the **website inventory** ("Web-to-store").

★ Order on the website and collect in store ("**Click and collect**").

★ Refund via the website of an item purchased in store, and return it to the website stock.

★ Return in store a product purchased on the website.

★ Make products available on the website visible in store ("**Store-to-web**").

★ Display on the website the products in stock in the store.

★ Allow, **in store**, to know the **opinions of online users** (by associating QR codes to products for example).

★ Use your smartphone to quickly find a product in a store.

★ Offer an **e-receipt** following a purchase in store.

★ Have a **loyalty** card that works both **online and offline**.

★ Search, watch video, book online, then use the smartphone when approaching or in store.

★ Have an unified view of payments to go from intuition to a true omnichannel strategy.

★ Humanize the digital experience through **conversation (online chat)**

★ Have an unique customer repository to quickly find the **history of relationships** in addition to the history of purchases both on and offline.

★ Process payments and refunds worldwide via one **single contract**, on a single platform.

★ Eliminate the need to manage local acquisition from one region to another.

★ Use **one back-end system to manage all payments** from any channel and region, with consolidated reporting.

★ Keep reconciliation simple and reduce the workload on reporting and finance teams.

★ Facilitate recurring payments with real-time account updates.

# 3.8

**THE AVERAGE OMNICHANNEL  
SHOPPER MAKES 3.8  
PURCHASES OVER 90 DAYS  
/ VERSUS 2.2 FOR THE IN-STORE  
SHOPPER  
/ AND 2.7 FOR THE ONLINE  
SHOPPER.**

(Nicolas Rieul, managing director France & Industry Relations Europe for Criteo - October, 2021)



# 80%

**IN THE U.S., 50% OF  
CONSUMERS CONDUCTING A  
LOCAL SEARCH ON A  
SMARTPHONE VISIT A STORE  
WITHIN 24 HOURS  
...AND NEARLY 80% OF  
SHOPPERS VISIT A STORE WHEN  
THE ITEM THEY WANT IS  
AVAILABLE IMMEDIATELY**

(Understanding Consumers' Local Search Behavior,  
mai 2014)

# 100M2

**THE LARGEST SEPHORA STORE ON THE CHAMPS-ELYSÉES IS 1,500 M2 WITH MORE THAN 150 BRANDS AND 14,000 PRODUCT REFERENCES.**

**THE SEPHORA FLASH STORE HAS THE SAME NUMBER OF REFERENCES FOR 100 M2 OF FLOOR SPACE.**

**WITH EACH OPENING OF A POINT OF SALE, THE TRAFFIC OF THE WEBSITE INCREASES LOCALLY BY 10 TO 20%**

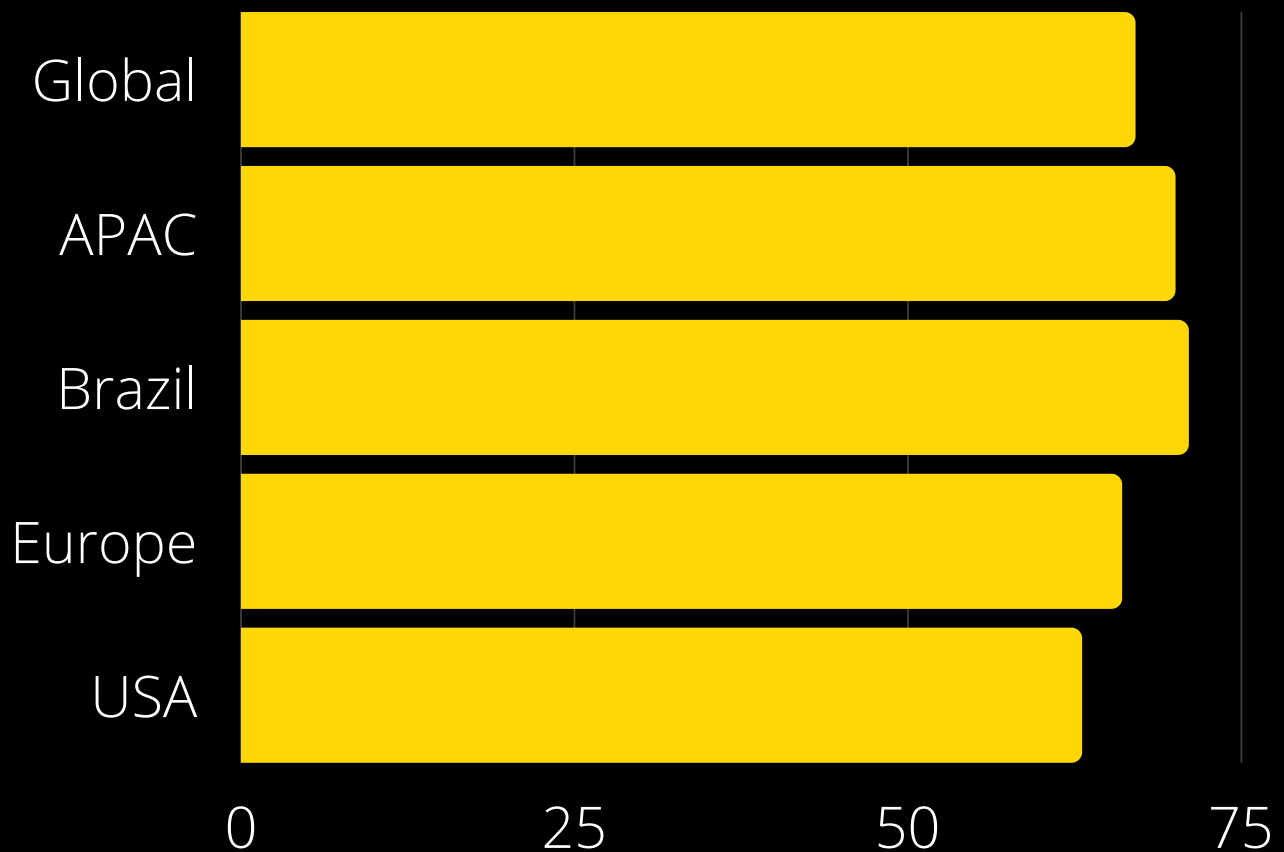
(Olivier de la Clergerie (from LDLC) Le Figaro Economie, January 23, 2016.)

# **40% MORE**

**50% OF UNIFIED COMMERCE  
RETAILERS SAW THEIR  
TRANSACTIONS REMAIN  
CONSISTENT DURING THE  
COVID-19 PANDEMIC, WHILE  
40% MORE WAS SPENT BY IN-  
STORE SHOPPERS WHEN THEY  
MOVED ONLINE.**

(According to Adyen's 2020 Retail Report)

# **% THAT WILL SHOP MORE WITH RETAILERS LOCATED NEAR THEM BECAUSE THEY WANT THEM TO STAY OPEN.**



(According to Adyen's 2020 Retail Report)

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**PAYMENT**  
word of the week